

WE CLAIM:

1. A promotional method comprising:
steganographically encoding a print advertisement to hide plural-bit data therein;
5 acquiring visible light scan data from the print advertisement and processing same to extract the plural-bit data therefrom;
using at least a part of the extracted plural-bit data to direct an internet web browser to a web site that provides consumer information related to a product or service promoted by the print advertisement.

10
2. A method of determining consumer response to print advertising, comprising:
steganographically encoding a first print advertisement with first data;
steganographically encoding a second print advertisement with second data;
15 decoding the first and second data when consumers present the first and second advertisements to a visible light optical sensor; and
tallying the number of decoded first and second data, respectively, to determine consumer response to the advertisements.

20
3. A promotional method comprising:
presenting an object within the field of view of a visible light optical sensor device, the object being selected from the list consisting of a retail product, or packaging for a retail product;
acquiring optical data corresponding to the object;
25 decoding plural-bit digital data from the optical data;
submitting at least some of said decoded data to a remote computer; and
determining at the remote computer whether a prize should be awarded in response to submission of said decoded data.

30
4. A method of travel promotion, comprising:
steganographically encoding a travel photograph to hide plural-bit data therein;
acquiring visible light scan data from the travel photograph and processing same to extract the plural-bit data therefrom; and

using at least part of the extracted plural-bit data to direct an internet web browser to a web site that provides travel information useful to a consumer who wishes to visit the location depicted in the photograph.

5

5. The method of claim 3 in which the optical data includes steganographically encoded information.